

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting ⚡ Feb 24

KS95-FM THE TWIN CITIES #1 STATION IN EVERY MAJOR DAYPART* & DEMO!**

*MON-FRI, 6A-7P (AVG.)
RTG)

**ADULTS 18-34, 18-44, 18-49, 18-54,
25-34, 25-44, 25-49, 25-54

**IN MULTI-DAYPART RANK REPORT, KSTP-FM IS
#1 IN 204 PLACES. #2 WCCO-AM IS ON TOP
IN 68 PLACES. AND VIKINGS FOOTBALL
ON KS95 SPEAKS FOR ITSELF.**

TO LEARN MORE ABOUT THE TWIN CITIES
#1 MUSIC STATION FOR
7 STRAIGHT YEARS ***

CALL YOUR KS95 FM SALES REPRESENTATIVE
AT 612-642-4141 OR CONTACT

 CHRISTAL RADIO: OUR AUDIENCE
DOES A LOT MORE THAN LISTEN.
THEY HEAR YOUR MESSAGE.


KS95-FM[®]
ALWAYS 95 AND SUNNY.[®]

*KSTP-FM A SUBSIDIARY OF HUBBARD BROADCASTING, INC. ©1986

SOURCE: Arbitron, Fall 1985

***Arbitron 12: MILLION SHARES 6A, 7PM, MON-SUN, 1979-1985

55th Year 1986

Cable makes an offer
on must carry
NCA buys WOR-TV
A's decision

Broadcasting Feb 24

MCA buys WOR-TV New York NRBA approves merger with NAB Pickup in network advertising

PICKING UP □ Network advertising is beginning to improve after down 1985. **PAGE 35.**

MERGER APPROVAL □ National Radio Broadcasters Association board agrees to merge with National Association of Broadcasters. **PAGE 35.**

OVERNIGHT OVERNIGHT'S □ Nielsen announces that overnight ratings will be available the next afternoon for the previous night's programming. **PAGE 36.**

SHUTTER OPENING □ Key Senators agree on package for television and radio coverage of upper chamber on test basis. **PAGE 38.**

TO THE HILL □ White House nomination of Alfred Sikes to head National Telecommunications and Information Administration sent to Senate Commerce Committee. **PAGE 38.**

MUSIC LICENSING □ Federal magistrate mediating ASCAP-radio industry dispute orders nearly one-quarter of All-Industry Radio Music License Committee member stations to reveal financial statements and sales contracts to the court. **PAGE 39.**

NEW VOLLEY'S □ Two sides on must-carry issue exchange proposals. FCC reply comment deadline extended to March 4. **PAGE 40.**

NEW FIGHT □ Dominant theme of home satellite industry convention is effect scrambling is having on industry. **PAGE 40.**

THE WINNER IS... □ MCA buys GenCorp's WOR-TV

New York for \$387 million. **PAGE 41.**

BACK AGAIN □ CBS to bring back news magazine show *West 57th* in April after the prime time ratings season ends. **PAGE 44.**

ROLLING ALONG □ Strong Thursday numbers from its regular lineup help NBC to another weekly win. **PAGE 46.**

MUSICAL STEREO □ Some CBS O&O's and CBS affiliates will carry tomorrow night's Grammy awards in stereo. **PAGE 54.**

FROM THE GROUND UP □ Lorenzo Milam, one of the industry's pioneering community broadcasters who has built his share of radio stations, is bowing out of radio after 20 years. **PAGE 57.**

COMING TO TOWN □ Some 200 state broadcasters converge on Washington for annual lobbying rounds on Capitol Hill. **PAGE 60.**

REARRANGED □ FCC reorganizes its Office of Science and Technology. **PAGE 66.**

ON FILE □ PanAmSat wants to share orbital satellite slot with another company but that request runs into objections in filings with the FCC. **PAGE 66.**

RADIO ROAD □ NBC Radio President Randy Bongarten has capitalized on his management experience in the aural medium to become the youngest head of the oldest radio network. **PAGE 95.**

INDEX TO DEPARTMENTS

Business Briefly	14
Cablecastings	10
Changing Hands	76
Closed Circuit	7
Datebook	22
Editorials	98

Fates & Fortunes	92
Fifth Estate	95
For the Record	78
In Brief	96
Law & Regulation	64

The Media	57
Monday Memo	20
Open Mike	30
Programming	44
Riding Gain	72

Satellite Footprints	62
Stock Index	56
Syndication Marketplace	48
Technology	54
Telecastings	69

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INDEX TO ADVERTISERS: Airm Television 34 □ Antenna Media Training Center 14 □ Associated Press Broadcast Services 29 □ Blackburn & Co., Inc. 76 □ Blair Entertainment 3, 4, 6 □ Broadcast Investment Analysts 22 □ Classified Ads 83-91 □ Columbia Pictures Television 8, 9 □ Continental Electronics 72 □ Embassy 31, 32-33 □ Fidelipac Corp. Third Cover □ Fries Distribution Co. 43, 52-53 □ Gaylord Broadcasting Co. 47 □ Goldman, Sachs & Co. 45 □ Group W Newstead 23 □ Katz Continental Television 26 □ King World 59, 61 □ KSTP-FM Front Cover □ H.B. La Rue 79 □ Lorimar Telepictures 49, 50-51 □ MCA-TV 11, 13, 21, 24-25 □ MIP-TV 86-71 □ Private Productions 65 □ Professional Cards 81 □ The Research Group Second Cover □ Cecil L. Richards, Inc. 77 □ Services Directory 80 □ Shearson Lehman Bros., Inc. 65 □ Howard E. Stark 30 □ Tempo 67 □ TimeRite, Inc. 69 □ Torbet 19 □ Transtar 15, 73 □ Union Bank 28 □ Victory Television 16-17 □ Ward-Beck Systems Ltd. Fourth Cover □ Youngs Walker & Co. 92

top ranking, is the most profitable show on CBS, pulling in an estimated \$50 million annually from advertising—and making CBS the only network of the three to operate a news division that shows a profit.

Whether *West 57th* will join the ranks of *60 Minutes*—which took several years to build its popularity—or go the way of *American Parade* or *Crossroads*—two other weekly news magazines that had limited runs a couple seasons ago—remains to be seen. Van Gordon Sauter, president of CBS News and executive vice president of the CBS Broadcast Group, said *West 57th* "has evolved in an orderly fashion which has resulted in a clearer concept of what we want to see on the air." That concept, he said, is

"very contemporary in use of video, eclectic in story selection and touches popular culture in a way not seen on other regular news broadcasts."

As the 13 episodes progress and the ratings begin to come in, "at some point there will be an evaluation made as to where we should go from there," Sauter said. □

Family fare. CBS' *Northridge* is the CBS' most successful new fall series, averaging a 15.8 rating in its first four weeks. CBS' *Family Fare* is a new weekly series that will air on Wednesdays at 8 p.m.

During the fall season, CBS had several other new series. *The Sauterstein Family* is a comedy with a light touch. *The Sauterstein Family* is a comedy with a light touch. *The Sauterstein Family* is a comedy with a light touch.

Family Fare is a new weekly series that will air on Wednesdays at 8 p.m. *Family Fare* is a new weekly series that will air on Wednesdays at 8 p.m. *Family Fare* is a new weekly series that will air on Wednesdays at 8 p.m.

NBC's best Thursday gives it another weekly win

Powered by its best Thursday performance ever (according to NBC research), NBC took its 14th prime time ratings victory during the week of Feb. 10-16, according to Nielsen's National Television Index. It scored an 18.2 rating and a 27 share, edging CBS (17.9) and ABC (15.5-23). By the end of the ratings week, NBC had an 18.2 share, Nielsen ratings for the February sweeps. CBS had a 17.8-23 and ABC a 14.5-22.

The big Thursday numbers for NBC were the result of a late hour *Family Fare* special, which ranked second among all programs after a week with a 30.42, and a first rating for *Hill Street Blues* on Feb. 9, 1984. In the heavily promoted episode of the soap, Capt. Frank Furio (Daniel Travanti) was shot and killed. *The Cosby Show*, which ranked first again, scored a 35.2-50.

NBC also won Friday night CBS usually carries on live sports and *Dallas*. That show ranked 12th for the week with a 21.32. NBC's schedule benefited from the performance of *Delicious Valentine's Day*, which was from 8 to 9 scoring a 16.12. *Family Fare* on *Monday* ranked ninth with a 21.8-36.

In other ratings during the week, *Mr. Mom* was second among all series. Leading the way was *The ABC Sunday Night Movie*, "Mr. Mom," which ranked seventh and won its 9 to 11 time period with a 20.8-31. The numbers were all high for the network, and a variety of quality exposure the movie has had. *The NBC Monday Night Movie*, "Officers and Gentlemen," ranked 16th and scored 22.1-31 for a major swing behind the regular CBS Monday schedule. *50¢ a CBS Special Movie Presentation of The Wizard of Oz* (18.4-29) on Saturday, Feb. 11, was held for its crowd rating and share ever. By NBC, with 15% weekly block, according to Gerry Laff, vice president, network strategy, NBC.

HUT levels for the week were at 8% from last year's 6.9-8.9-9.9. The three-network ratings were up 3% from last year's 49.1-50.1-51.1. This year, while share levels were up 1% from last year's 76.9-77.9-78.9.

Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share
1	The Cosby Show	NBC	35.2-50	24	Mr. Mom	NBC	20.8-31	43	Mr. Mom	NBC	18.4-29
2	Family Fare	NBC	30.4-42	25	The Sauterstein Family	CBS	17.9-23	44	Dallas	NBC	14.6-22
3	Murder, She Wrote	CBS	29.4-40	26	Murder, She Wrote	CBS	27.4-40	45	Love Boat	ABC	14.3-22
4	60 Min. Live	NBC	28.4-37	27	Thompson's Last Run	CBS	17.4-23	46	Alfred Hitchcock Presents	ABC	14.3-22
5	Cheers	NBC	27.4-36	28	Thompson's Last Run	CBS	17.4-23	47	Highway to Heaven	ABC	14.3-22
6	Dynasty	ABC	25.4-35	29	Vision Quest	CBS	16.4-22	48	Spenser: The Lion	ABC	14.3-22
7	Mr. Mom	ABC	24.4-34	30	Mr. Mom	ABC	16.4-22	49	Spenser: The Lion	ABC	14.3-22
8	Highway to Heaven	NBC	23.4-33	31	Mr. Mom	ABC	16.4-22	50	Spenser: The Lion	ABC	14.3-22
9	Miami Vice	NBC	22.4-32	32	Mr. Mom	ABC	16.4-22	51	Spenser: The Lion	ABC	14.3-22
10	Golden Girls	NBC	21.4-31	33	Mr. Mom	ABC	16.4-22	52	Spenser: The Lion	ABC	14.3-22
11	Kate & Allie	NBC	20.4-30	34	Mr. Mom	ABC	16.4-22	53	Spenser: The Lion	ABC	14.3-22
12	Dallas	NBC	19.4-29	35	Mr. Mom	ABC	16.4-22	54	Spenser: The Lion	ABC	14.3-22
13	Who's the Boss	ABC	18.4-28	36	Mr. Mom	ABC	16.4-22	55	Spenser: The Lion	ABC	14.3-22
14	Newhart	ABC	17.4-27	37	Mr. Mom	ABC	16.4-22	56	Spenser: The Lion	ABC	14.3-22
15	Knot's Landing	NBC	16.4-26	38	Mr. Mom	ABC	16.4-22	57	Spenser: The Lion	ABC	14.3-22
16	Officer and a Gentleman	NBC	15.4-25	39	Mr. Mom	ABC	16.4-22	58	Spenser: The Lion	ABC	14.3-22
17	Hotel	ABC	14.4-24	40	Mr. Mom	ABC	16.4-22	59	Spenser: The Lion	ABC	14.3-22
18	Dynasty & Lady	NBC	13.4-23	41	Mr. Mom	ABC	16.4-22	60	Spenser: The Lion	ABC	14.3-22
19	Moonlighting	ABC	12.4-22	42	Mr. Mom	ABC	16.4-22	61	Spenser: The Lion	ABC	14.3-22
20	Hill Street Blues	NBC	11.4-21	43	Mr. Mom	ABC	16.4-22	62	Spenser: The Lion	ABC	14.3-22
21	227	NBC	10.4-20	44	Mr. Mom	ABC	16.4-22	63	Spenser: The Lion	ABC	14.3-22
22	Wizard of Oz	NBC	9.4-19	45	Mr. Mom	ABC	16.4-22	64	Spenser: The Lion	ABC	14.3-22
23	Scarecrow & Mrs. King	NBC	8.4-18	46	Mr. Mom	ABC	16.4-22	65	Spenser: The Lion	ABC	14.3-22

■ WCMQ-FM (92.1 mhz) Hialeah, Fla. — Granted app. to change ERP to 41 kw, change freq. to 92.3, and change HAAT to 282.08 ft. Action Jan. 24.

■ WIVY-FM (102.9 mhz) Jacksonville, Fla. — Granted app. to change HAAT to 985.7 ft. Action Feb. 10.

■ WMXJ (102.7 mhz) Pompano, Fla. — Granted app. to change TL, change HAAT to 1,006.96 ft., install DA. Action Jan. 24.

■ WBYM (90.5 mhz) Tampa, Fla. — Granted app. to make changes in ant. sys. Action Feb. 6.

■ KHHD (98.5 mhz) Honolulu, Hawaii. — Dismissed app. to change TL. Action Feb. 6.

■ WSCB (99.3 mhz) Aurora, Ind. — Granted app. to change ERP to 1.15 kw and change HAAT to 524.8 ft. Action Feb. 10.

■ WQVR-FM (103.1 mhz) Versailles, Ind. — Granted app. to change HAAT to 328 ft. and increase tower height to 298.48 ft. Action Feb. 10.

■ WVEZ (106.9 mhz) Louisville, Ky. — Granted app. to install new transmission sys. Action Feb. 10.

■ WMEC-FM (88.1 mhz) College Park, Md. — Dismissed app. to change freq. to 87.9 mhz. Action Feb. 6.

■ WENX (101.7 mhz) Lynn, Mass. — Granted app. to change TL and change HAAT to 328 ft. Action Feb. 6.

■ WPNH-FM (100.1 mhz) Plymouth, N.H. — Dismissed app. to change ERP to 2.43 kw and change HAAT to 99.3 ft. Action Feb. 6.

■ WMYK (93.7 mhz) Elizabeth City, N.C. — Granted app. to change TL, change HAAT to 1,670 ft., and install antenna in ant. sys. Action Feb. 10.

■ WZYC-FM (103.1 mhz) Newport, N.C. — Granted app. to change TL and change HAAT to 94 ft. Action Feb. 10.

■ WSEC (108.7 mhz) Williamston, N.C. — Granted app. to change ERP to 190 kw. Action Feb. 10.

■ WDJQ-FM (103.3 mhz) Decatur, Ohio. — Granted app. to change HAAT to 2 ft. Action Feb. 10.

■ WWHB (89.0 mhz) Mansfield, Ohio. — Returned app. to change freq. to 96.9 mhz. Action Feb. 6.

■ WMVU-FM (95.7 mhz) Mount Vernon, Ohio. — Dismissed app. to change TL, change ERP to 25 kw, and change HAAT to 657.4 ft. Action Feb. 6.

■ WDPG-FM (98.3 mhz) Billerica, Ohio. — Granted app. to change TL, change ERP to 1.41 kw, and change HAAT to 466 ft. Action Feb. 6.

■ WHLM-FM (106.5 mhz) Bloomington, Pa. — Returned app. to change ERP to 0.5 kw, change HAAT to 1,278 ft., and change transmitter equipment. Action Feb. 6.

■ WWGO (102.1 mhz) St. Andrews, S.C. — Granted app. to change ERP to 3 kw. Action Feb. 6.

■ WUCI (91.9 mhz) Knoxville, Tenn. — Dismissed app. to make changes in ant. sys. Action Feb. 6.

■ KEYI (103.5 mhz) San Marcos, Tex. — Granted app. to change HAAT to 1,246.4 ft. Action Feb. 6.

■ WNCS (96.7 mhz) Montpelier, Vt. — Granted app. to change ERP to .6 kw. Action Feb. 7.

■ WTDJ (106.9 mhz) Suffolk, Va. — Granted app. to change TL and change HAAT to 1,474.69 ft. Action Feb. 10.

■ KVVQ (103.9 mhz) Spokane, Wash. — Dismissed app. to change TL. Action Feb. 6.

TV's

■ KLAS-TV (ch. 27) Tucson, Ariz. — Granted app. to change ERP to vis. 80.2 kw. Action Feb. 6.

■ WJCK (ch. 50) Watertown, N.Y. — Granted app. to change ERP to vis. 1,200 kw, ant. 120 kw and change HAAT to 485.77 ft. Action Feb. 11.

In Contest

Review Board made following oral arguments:

■ Homestead, Fla. (Homestead Minority Broadcasters, et al.) FM proceeding. Scheduled oral argument for March 7 on exceptions to initial decision of ALJ Edward J. Kuhlmann granting app. of Radio South Dale Inc. for new FM station at Homestead, denying competing apps. of Homestead Minority Broadcasters, Homestead Community Broadcasters, Dario Gonzalez, Leisure Broadcasting Inc., and Radio Internat Corp. Each party has 20 minutes for argument. Homestead Minority, Homestead Community, Gonzalez, Leisure and Radio Internat may reserve part of their time for rebuttal. By letter, Feb. 7.

tal. By letter, Feb. 7.

By letter, Feb. 7.

■ Silver City, N.M. (KOB-TV Inc. and KOAL Television Inc.) TV proceeding. Granted joint request for settlement agreement and dismissed app. of KOB-TV with prejudice; granted amended app. of KOAL Television for new TV station at Silver City, and terminated proceeding. By MO&O, Feb. 6.

By letter, Feb. 7.

■ Presque Isle, Me. (Barbara W. Townsend and John R. Powley) TV proceeding. Granted petition filed by Powley and dismissed with prejudice app. of Townsend for failure to prosecute. Powley's app. remains in hearing status. By MO&O, Feb. 6.

By letter, Feb. 7.

■ Orlando, Fla. (Martin Broadcasting of Central Florida Inc.) TV proceeding. Granted petition filed by Orlando Broadcasting Co. and dismissed its app. with prejudice. By MO&O, Feb. 10.

By letter, Feb. 7.

■ Sandusky and Frankfort, Mich. (Sandusky Broadcasting Co. and Sucker Broadcasting Co.) AM proceeding. Granted motion by Sandusky and amended issues against Sucker for discovery, etc. availability, interpretation and financial qualifications. By MO&O, Feb. 10.

By letter, Feb. 7.

■ Mable and Weathers, Ga. (Jal Dodge Broadcasting Co. and Joan S. Miller) AM proceeding. Granted joint request for settlement agreement and dismissed app. of Jal Dodge Broadcasting, Mable Co. with prejudice; granted app. of Miller for new AM station at Weathers, and terminated proceeding. By MO&O, Feb. 4.

By letter, Feb. 7.

■ Norman, Calif. (Margaret Camden-Barney et al.) TV proceeding. Allocated of Irene Moore, dismissed her app. with prejudice. By order, Feb. 5.

By letter, Feb. 7.

■ Weatherford, Pa. (A&M Broadcasting and Good Christian Radio Broadcasting Inc.) FM proceeding. Affirmed in denying dismissing app. of A&M Broadcasting, resolved antitrust and unfair pending against Good Christian and granted app. of Good Christian for new FM at Weatherford, and terminated proceeding. By MO&O, Feb. 7.

Summary of broadcasting as of October 30, 1985

Service	On Air	CP's	Total *
Commercial AM	4,605	170	4,775
Commercial FM	3,846	419	4,265
Educational FM	1,050	173	1,223
Religious Radio	9,851	761	10,612
FM translators	799	444	1,243
Commercial VHF TV	541	321	862
Commercial UHF TV	481	202	683
Educational VHF TV	113	3	116
Educational UHF TV	180	25	205
Total TV	1,220	552	1,772
VHF LPTV	253	14	267
UHF LPTV	134	686	820
Total LPTV	387	700	1,087
VHF translators	2,869	186	3,055
UHF translators	1,921	285	2,206
ITFS	350	114	464
Low-power auxiliary	524	19	543
TV auxiliary	7,430	205	7,635
UHF translator-disorders	6	0	6
Experimental TV	3	0	3
Remote pickup	12,338	54	12,392
Aural STL & intensity relay	2,546	166	2,712

* includes off air licenses

Call Letters

Applications

By letter, Feb. 7.

New TV

By letter, Feb. 7.

Existing AM

By letter, Feb. 7.

Existing FM's

By letter, Feb. 7.

By letter, Feb. 7.

Existing TV

By letter, Feb. 7.

Grants

By letter, Feb. 7.

New FM's

By letter, Feb. 7.

By letter, Feb. 7.

Existing AM's

By letter, Feb. 7.

By letter, Feb. 7.

By letter, Feb. 7.

By letter, Feb. 7.

By letter, Feb. 7.

By letter, Feb. 7.

By letter, Feb. 7.

By letter, Feb. 7.

Existing FM's

By letter, Feb. 7.

By letter, Feb. 7.

By letter, Feb. 7.

By letter, Feb. 7.

By letter, Feb. 7.

By letter, Feb. 7.